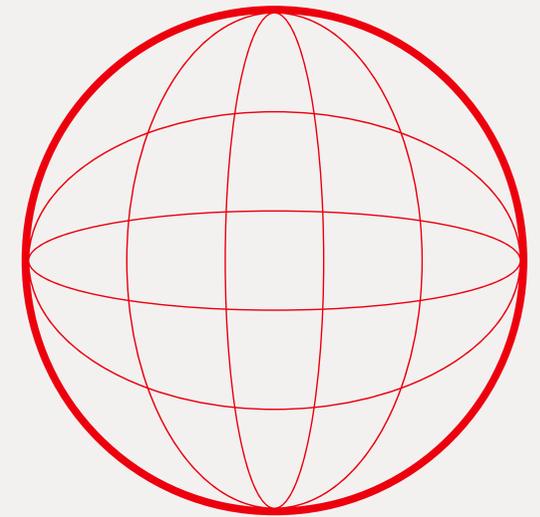


# Our Responsibility Manifesto

A public document stating how Revolution operates, and plans to operate, as a socially and environmentally responsible entity within the fashion industry.



## Revolution of 1995

Situated in Jutland, Denmark, Revolution has been making conscious streetwear based on a slow fashion principle since 1995. Driven by an ambition to provide durable yet affordable menswear to a style-considered consumer, Revolution's collections emphasize on expressive looks, comfortable fits and attention to details. Taking inspiration from cultural nostalgia, graphic design, urban sports, and vintage clothing, Revolution launches two contemporary collections as well as two revolutionary capsules every year.

Never wavering from the standpoint of being a staple Scandinavian streetwear label, Revolution continues to explore trends while holding on to the core identity and heritage of the brand.

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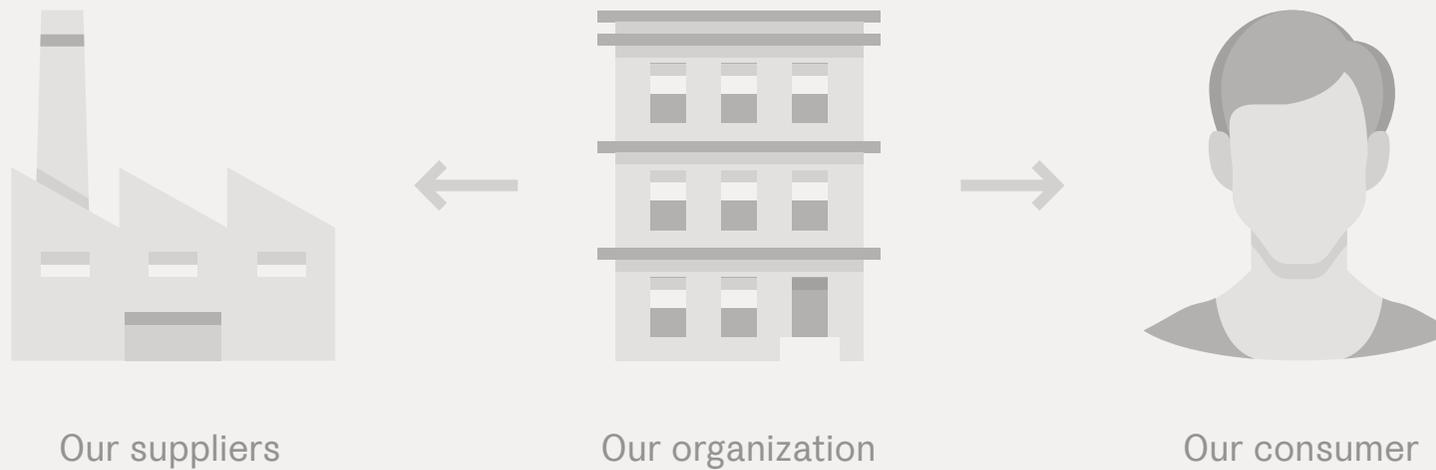
# Introduction

01.01

## Revolution and responsibility

At Revolution, responsibility is first and foremost about being conscious of how our existence have an environmental and social impact. We strongly believe that every decision we make should be based on empathy for every being and entity they might influence. We use three categories when addressing these influentials; our suppliers, our organization and our consumers.

FIG. 01.01



## Influentials

### Our organization

Our organization refers to our employees, brand values, business policies, and domestic facilities in Aarhus and Copenhagen, Denmark. As a central entity of our business endeavour, we feel obligated to ensure that all of the activities we initiate are as sustainable as possible. Furthermore, we go through great length to influence our internal affiliations, such as power supply and catering companies to act sustainable in their own business and organization, just as they supply us with green power and organic catering. Within our own organization we are conscious regarding water consumption, garbage sorting, working conditions, etc. It's all about our culture and collective mindset regarding the way we work.

→ Jump to the [Conscious organization](#) chapter to read more.

### Our suppliers

Our suppliers represents our main upstream partnerships, meaning suppliers of fibers and factories producing garments, trimmings, packaging and final clothing items. When sourcing or initiating a sample or bulk production, Revolution is mindful of the activities set in motion when doing so. We have used the same suppliers for 25 years which has resulted in a close relationship – with years of daily contact, frequent visits, and successful mutual businesses, we have earned loyalty, respect as well as insight and transparency throughout the supplier tiers. Consequently, we have knowledge of how our orders influence upstream activities and because of this, we also know where the environmental footprint can be reduced and where working conditions can be improved.

→ Jump to the [Ethical production](#) chapter to read more.

### Our consumer

When referring to our consumer in this document we look towards the downstream activities as well as the post purchase phase. Our consumer represents males between 18 and 45 years of age, who shares our interests and values, facing a new and more sustainable era of consumerism. When Revolution goes to market with a new collection, we feel responsible for the entire journey the product might have – this also relates to the phase it goes into when the consumer no longer wants the product. Today's lineary economy of clothing consumption is harmful to our planet. Every second, the equivalent of one garbage truck of textiles is landfilled or burned. Because of this, we are introducing an initiative we call Circular Revolution which offers a way to help the consumer to spare the environment when discarding a product.

→ Jump to the [Circular revolution](#) chapter to read more.

02

# Conscious organization

02.01

## Our main sustainability commitments and policies

At Revolution, we are committed to reach our goals within sustainability. We feel immensely responsible and morally obligated when it comes to the social and environmental areas our business influences. Setting goals within these matters, requires a transparent and realistic approach. Being honest to ourselves and others is more important to us than being perfect, as we strive to do better every day. Consequently, we have developed several policies and guidelines to help us stay on the right path.

### Code of conduct and policies

The standards of our Code of Conduct are based on internationally agreed conventions, including but not limited to: the International Bill of Human Rights, the International Labour Organisation's (ILO) Declaration of the Fundamental Principles and Rights at Work, the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, the OECD Due Diligence Guidance for Responsible Business Conduct, the UN Convention Against Corruption, the Rio Declaration on Environment and Development; and the UN Global Compact's 10 Principles. Our approach to responsible production is further manifested in the following five policies:

#### HUMAN AND LABOUR RIGHTS POLICY

Our values are based on the International Bill of Human Rights, ILO, UNGP and the OECD Guidelines for Multinational Enterprises and the UN Global Compact's 10 Principles.

#### ENVIRONMENTAL POLICY

Our Environment and Climate Policy is based on the principles of the Rio Declaration on Environment and Development and the OECD Guidelines for Multinational Enterprises and the UN Global Compact's 10 Principles.

#### ANTI-CORRUPTION POLICY

Our values are based on the UN Convention Against Corruption and the UN Global Compact's 10 Principles.

#### ANIMAL WELFARE POLICY

Our Animal Welfare Policy is based on the Five Freedoms of the World Organization for Animal Health (OIE).

#### CHEMICAL POLICY

Our Chemical Policy contains our Restricted Substance List (RSL) and is in accordance with The European Union REACH Regulation (EC).

## Sustainable development goals (sdgs)

The Sustainable Development Goals seek to mobilize global efforts around a common set of goals and targets and help to advance sustainable development, both by minimizing negative impacts and maximizing positive impacts on the people and the planet. As a brand with a global mindset, operating in a global industry, the SGD's offer us a shared platform to ensure that our sustainability strategy is aligned with the global efforts in this area. The fashion industry is a major global business, and according to recent data it employs 60 million people worldwide throughout the entire value chain. The industry at large has a significant social as well as environmental footprint and changing the production and consumption patterns of this sector would have a tremendous effect on achieving the 2030 agenda for sustainable development.

While the SDGs are not legally binding, we wish to use the SDGs as an overall framework to shape, steer, communicate and report our strategies, goals and activities. We have identified four central SDG's which have significant relevans in our efforts of becoming a more sustainable company.

FIG. 02.01



### SDG 1: NO POVERTY

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

### WHAT WE DO

When producing in countries where poverty is present, it is crucial to make sure that at least minimum wages are paid. We work towards only using suppliers that pay living wage by the end of 2025. We produce, in countries where poverty is still a concern. Therefore, we need to address this field in our business practices. We follow a Code of Conduct which our suppliers must sign, to make sure all partners adhere to the claims and respect the requirements of living wages we have set to complete for all suppliers by 2025. See our Code of Conduct for more detailed information.

### SDG 12: RESPONSIBLE CONSUMPTION & PRODUCTION

12.2 By 2030, achieve the sustainable management and efficient use of natural resources.

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

12.A Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

#### WHAT WE DO

This area of problems is difficult because of the sheer size of it. When talking about changing patterns of waste and consumption we have to include our internal affairs as well as our production and our customers in order to make a difference. Below are the ways we want to make a change:

- Internally: We strive to reduce our own footprint internally in our business by procuring daily goods and supplies from more sustainable alternatives, sorting our waste and recycling more and more materials.
- Production: We have to acknowledge the fact that waste is an issue in almost all areas of our supply chain. From designing, sampling, production, logistics and the end-of-use phase, we have to work on reducing our waste and unsustainable consumption. This we do by keeping close relationships with our suppliers and work with better materials and reducing our chemical use. We have developed a material tool, set out goals for using more and more of the dedicated fiber from our Material Tool.
- Consumers: We want to take responsibility for our products even after they're passed on to our customers. We support our customers in repairing and caring for their products. We are working on a take-back system, to extend the lifespan of our products and to work with circular principles.

#### SDG 13 / CLIMATE ACTIONS

13.2 Integrate climate change measures into national policies and strategies.

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

#### WHAT WE DO

- Internally: Some of the first steps in changing our way of doing business in this world, is by working on strategies and plans of actions. We have developed A Code of Conduct with a Chemical and Environmental policy. We have defined strong goals together with action plans on how much we must change and how. We have partnered up with people in the process of making these strategies and policies to make sure we choose the right path for us.
- Production: Choosing a new and more sustainable direction requires help from our suppliers. We have implemented guidelines for suppliers visits and for strong partnerships. We have developed a Material Tool that we will use together with the suppliers. We need our suppliers to help us source new and better materials, and to work on improving production facilities and working conditions. Currently we work on sustainable development with our Tier 1 suppliers while mapping the rest of our supply chains in order to define areas that require immediate actions.
- Consumers: Like mentioned in SDG 12 we want to reach out further than our own cooperation in order to make a change. We have published a wash and care guide for our customers, just as we are launching a take-back programme to further address the issue.

#### SDG 15: LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

### WHAT WE DO

Conventional farming of fibers can be harmful to our planet because of the use of pesticides, deforestation and unsustainable agriculture that destroys the qualities of the soil and the natural habitats for many animals resulting in biodiversity loss. By choosing better materials such as organic cotton, FSC-certified viscose or recycled materials we aim to decrease our negative impact on the environment by making sure that the agricultural procedures are executed according to more sustainable standards.

02.02

## Organizational culture and domestic facilities

As a consequence of our renewed values, we have made several initiatives within our physical organization in order to manifest said values in our culture.

### Our policies

#### HUMAN AND LABOUR RIGHTS POLICY

Our values are based on the International Bill of Human Rights, ILO, UNGP and the OECD Guidelines for Multinational Enterprises and the UN Global Compact's 10 Principles.

#### ENVIRONMENTAL POLICY

Our Environment and Climate Policy is based on the principles of the Rio Declaration on Environment and Development and the OECD Guidelines for Multinational Enterprises and the UN Global Compact's 10 Principles.

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#### CHEMICAL POLICY

Our Chemical Policy contains our Restricted Substance List (RSL) and is in accordance with The European Union REACH Regulation (EC).

### Turning corporate policies into cultural values

In order to sustain our new conducts and policies, we initiated several changes and activities within our Aarhus and Copenhagen facilities. The first initiative was to hold an informative workshop with all the employees in order to educate them about the current climate and humanitarian challenges the world is facing. This led to several changes made within the organization:

- Changing energy supplier to green energy supplier within all facilities.
- Employees using electric cars or bicycle for company errands.
- Changing catering into organic catering.
- Better waste sorting and management.
- Using a sustainable cleaning company to maintain our facilities.
- Asking logistics partners for sustainability and CO2 reports.
- Generally, working with sustainably conscious partners.
- Electing a Sustainability Ambassador to uphold above mentioned standards.

03

# Ethical production

## The design process

A product undergoes an average of 20 production processes and locations from raw material to finished product. The whole creative process takes place beforehand. For us, this process begins in our design department in Aarhus, Denmark. At Revolution, our overall design goal is to create long-lasting products – both in terms of expression and durability. We are aware that the decisions we make in the design phase have an impact on the overall environmental footprint of our products.

### Design objectives

At Revolution, we have always been concerned with designing long-lasting products. Our collections do not necessarily reflect current trends, but instead consist of classic styles that last for many years. It can also be described as slow fashion. We also aim to cut down the amount of styles in our collections in an attempt to combat waste. Another design goal is to further contribute to the circular economy by thinking of material recycling as part of the design, while at the same time trying to design waste out of our production phase.

These slow-fashion principles have, as mentioned before, always been part of our DNA. Moving forward we need to work with these principles on a more strategic level. We have upgraded our level of knowledge in topics like:

- Upcycling of scraps/off-cuts can be turned into new products or materials (upcycling with dead stocks).
- Zero waste pattern cutting technique to eliminate scraps.
- Physical, aesthetic, and emotional durability to extend the lifespan of a product.
- Adjustable sizing, transformability, and modularity to extend the lifespan of a product.
- Using mono-materials to ease material re-use and recycling of a product.
- Design for disassembly to ease and support re-use of materials.

In 2021, we have a goal that all our designers must complete a circular design course, which is based on circular design principles that eliminate waste, increase product life and the ability to be recycled.

## Actions

- Book and arrange a circular design course like circular.fashion's UG's Circular Product Development or facilitate your own workshop through eg. Ellen MacArthur foundation ([circulardesignguide.com](http://circulardesignguide.com)).
- With slow-fashion principles in mind keep designing long-lasting products.
- Increase the weight of fabrics in cases where it can extend the final product's lifespan.

03.03

## Materials

In addition, the choice of material, not surprisingly, has a great impact on the product's overall environmental impact. It is a huge area that requires special strategic focus. Our core material at Revolution is cotton, which we use across all product groups. In 2019, 59% of our total material consumption consisted of cotton – of which 6% was organic cotton. Another large group is synthetic fibers (polyester, acrylic, and nylon) which accounted for 38% of total material consumption. Wool is 1% and the remaining 2% is other materials (polyamide, viscose, elastane, linen, spandex, rayon, merino wool and ramie).

### ADDITIONAL FIBER COMPOSITION

Polyamid: 0,7%, Viscose: 0,5%, Elestane: 0,2%, Linen: 0,2%, Spandex: 0,1%, Rayon: 0,1%, Merino wool: 0,1%, Ramie: 0,1%.

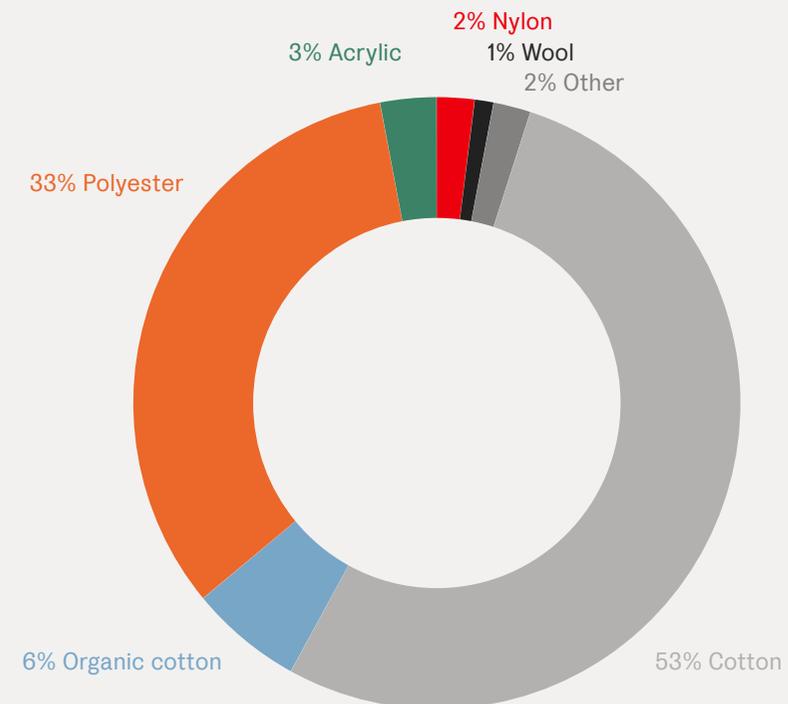


FIG. 03.01

## Cotton

Our goal is to gradually replace our consumption of conventional cotton with more sustainable alternatives such as certified organic cotton, Fairtrade cotton, CmiA, recycled cotton and/or regenerative cotton. By 2023, 70% of our cotton will be sustainable and by 2025 we will hit 90%. In 2019 alone, the production of the cotton we have used has caused emissions of 255 tonnes of CO2. The transition to more sustainable alternatives is likely to lower total CO2 emissions – mainly due to less use of artificial fertilizers whose production is CO2 intensive.

## Synthetic materials

Our goal is to gradually replace our synthetic materials with recycled synthetic materials. At the same time, we are keeping a close eye on the development of bio-based polyester and nylon, which we also want to use. By 2023, 50% of our polyester will come from a more sustainable source and by 2025 we will hit 70%.

## Wool

We only use a very small amount of wool, but want to be critical of the wool we use. By 2025, 50% of the wool we use must be either recycled, organic or RWS certified. Merino wool should always be non-mulesed.

## Man-made materials

We use small amounts of man-made / semi-synthetic materials. By 2025, 100% of the semi-synthetic materials such as viscose/ rayon and ramie will be replaced with better alternatives such as tencel and modal.

# Labels and packaging

03.04

## Hangtags and labels

We are using recycled polyester and FSC-certified paper in our hangtags and labels.

## Packaging

Each piece of clothing is separately wrapped in polybags to protect the clothing during transport from the place of production to our warehouse. We want to phase out the use of virgin poly-bags and replace it with either bio-based plastic or recycled plastic. By 2025, all polybags must be replaced. We are also working to reduce the total volume of poly-bags by reducing the size of the bags where possible.

03.05

## Actions

- Print the Material Tool, Goals and Strategy and use them as an active tool every day.
- Implement our material strategy into the design phase and use every time a collection is developed in order to make sure goals are fulfilled.
- At the end of 2020 all suppliers have received the Material Tool and goals in order to make sure that our suppliers have the materials we require.
- At the end of 2020 all suppliers have had a virtual meeting about the new strategy and goals.
- Search for suppliers with sustainable materials if existing suppliers can't meet our requirements.
- At each new sourcing phase have a dialogue with our suppliers about our strategy and goals.
- Track use of sustainable materials in a system so it is easy to see how much is changed and used.
- Make a status each year to see the change in use of materials.
- Explore the possibilities of regenerative cotton.

03.06

## Fibre preference chart

FIG. 03.02

NATURAL FIBERS	ANIMAL FIBERS	SYNTHETIC FIBERS	MANMADE FIBERS
PREFERED			
ORGANIC COTTON	RWS WOOL	RECYCLED POLYESTER	LYOCELL
RECYCLED COTTON	ORGANIC WOOL	BIO-BASED POLYESTER	ECOVERO
REGENERATIVE COTTON	RECYCLED WOOL	RECYCLED NYLON	TENCEL
		BIO-BASED NYLON	MODAL
		RECYCLED POLYAMIDE	NAIA
		RECYCLED ELESTANE	SEACELL
ORGANIC LINEN		POLYLANA	RECYCLED CELLULOSE
SECOND BEST			
FAIRTRADE COTTON			VISCOSE (FSC, PEFC)
CMIA (COTTON MADE IN AFRICA)			ACETATE (FSC, PEFC)
BCI COTTON			
MINIMAL USAGE			
CONVENTIONAL COTTON	NONE-RWS WOOL	POLYESTER	CONVENTIONAL VISCOSE / RAYON
LINEN	LEATHER	POLYAMIDE	CUPRO
HEMP		ACRYLIC	
		NYLON	
		ELESTANE / SPANDEX	
NO USE			
	DOWN	PVC	
	EXOTIC SKINS		
	ANGORA		

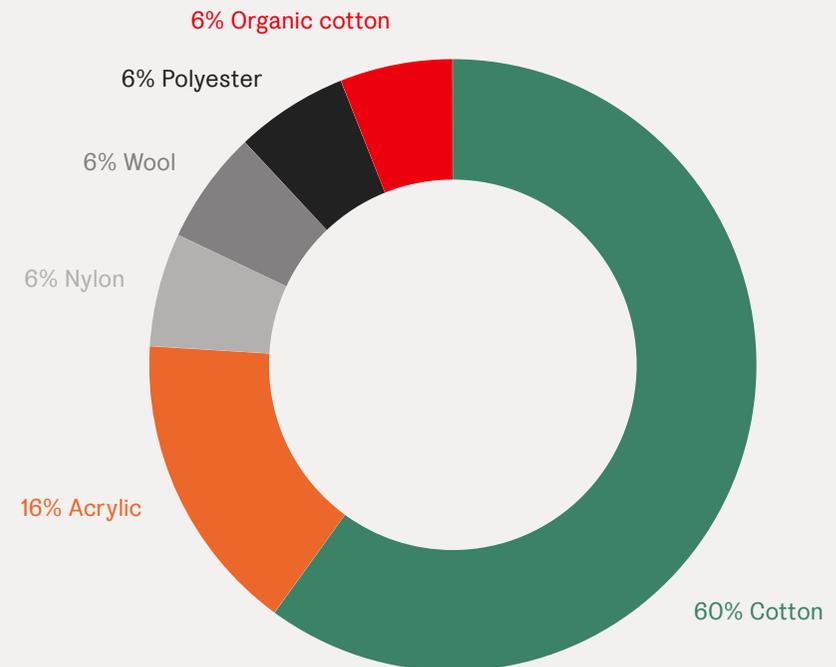
03.07

## Knitwear case

When we look at our knitted products alone, there is a great deal of acrylic. 16% of our total material consumption in our knitwear products is acrylic. Acrylic is an oil-based material that we want to reduce the use of. Our goal is to reduce our acrylic consumption to 10% by 2023, of which at least 50% must be replaced with a more sustainable acrylic alternative like **Polyana®**.

### The composition issue

Another big challenge we face in relation to our knitwear is the large amount of mixed materials which the model to the right illustrates. Mixed fibers in a yarn can prevent recycling as many fibers cannot be separated. In 2019, 55% of our knitwear products consisted of 100% cotton and the remaining 45% were spread over 10 mixed compositions. We want to increase the proportion of recyclable knitwear products in our collections. By 2025, we have a goal that 75% of our knitwear products are in mono-fibers or mixed fibers that there is certainly technology to recycle.



## Actions

- Review previous collections to get an overview of the acrylic we use – check if the acrylic in some cases can be replaced by another material in the future.
- Start sourcing alternatives to acrylic. We have initiated a dialogue with Polylana® who offers a more sustainable alternative to acrylic.
- When selecting qualities in the future, the focus must be on minimizing the use of mixed compositions in order to achieve our goals in this area.
- When a certain composition works well – remember it and use it again and again.

03.09

## Sustainable assortment

We have defined three major collection milestones indicating the percentage of sustainable items within the collection. When referring to sustainable items, we address organic and/or recycled fibers used at factories, which has perfect working conditions. These factories have a BSCI (Business Social Compliance Initiative ) certificate and use yarns which are either OCS (Organic Content Standard), BCI (Better Cotton Initiative), GOTS (Global Organic Textile Standard) and/or RWS (Responsible Wool Standard) certified, just as they use recycled 3M™ Thinsulate™ or Sorona® Eco-efficient Performance Fiber for padding.

\*We are happy to announce that we have reached our goal of a 50% fully sustainable production for AW20 and will keep working hard to reach our milestones defined for 2023 and 2025.

### Our sustainability criterias

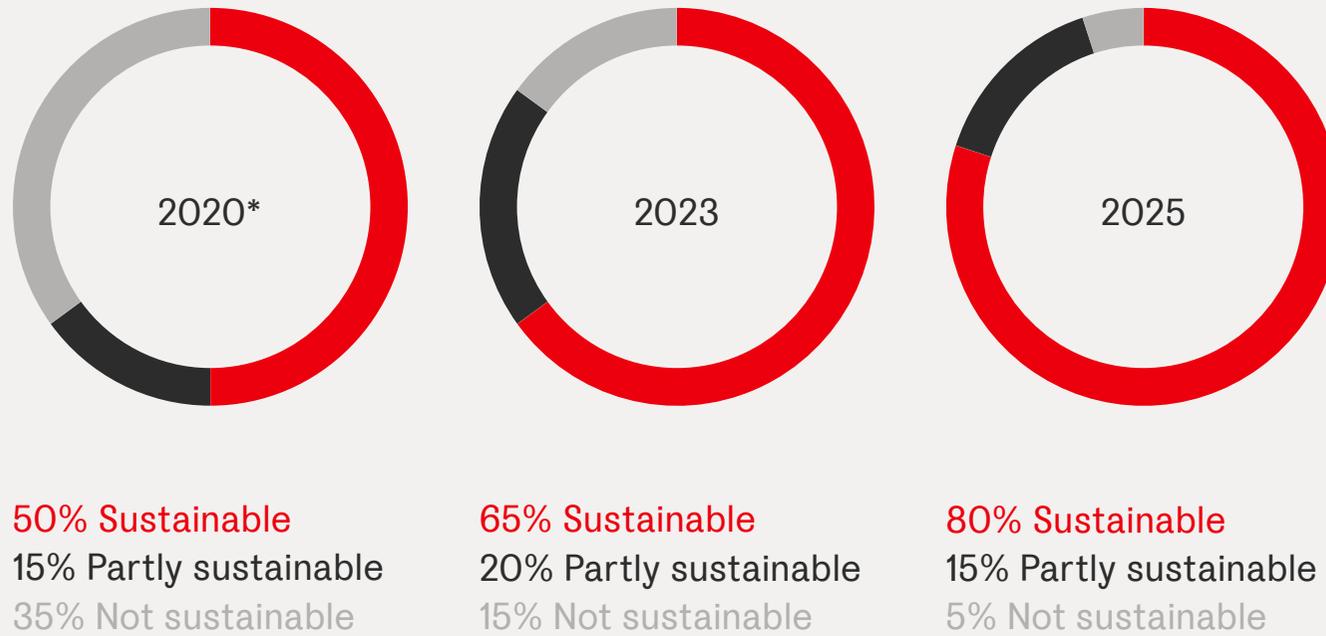
To be classified as a sustainable product in our collection a product must live up to the following criterias:

1. 50% organic cotton sourced from a GOTS or OCS certified tier 1 (CMT) supplier.
2. 50% organic certified cotton (for cotton products).
3. 30% recycled material certified to a relevant standard (RCS or GRS).
4. 50% sustainable semi-synthetics such as Tencel, Ecovero, Naia etc.
5. All wool used must be certified to RWS or organic.
6. 30% upcycled material such as left-over fabrics.
7. 20% innovative materials such as bio-based synthetics and materials upcycled from waste.
8. Products certified to GOTS or OCS.
9. Low impact denim products, such as organic or recycled.

03.10

## Milestones within sustainable assortment

FIG. 03.04



## Actions

- Build up the collection strategically so that there is a wide selection of items in the sustainable category.
- Make sure there are products in all product groups that are sustainable.
- Follow up on updated requirements from retail customers on an ongoing basis, so that our products always live up to the industry's requirements.

## Supply chain

### Transparency

A transparent supply chain is crucial to identifying environmental and social consequences in the production phase. We continuously work on fully mapping our supply chain and our suppliers from tier 1 to 5. By addressing transparency and tracking our supply chain, we want to recognize our social and environmental responsibility and gain a closer relationship with our business partners and a better understanding of the dilemma and issues in our supply chain and operations. We also want to acknowledge and accommodate the rising demand for information and traceability from our conscious customers. We want to inform our customers on the social and environmental actions we constantly seek to improve. Our goal is to be able to bring full disclosure on our way of doing business. This will hopefully strengthen our relationship to our customers.

### Supplier relations

We have a small supplier list and only work with 7 different Tier 1 suppliers at the moment. Our suppliers are located in Turkey, China and India. We value close and long lasting partnerships and have worked with our suppliers between 9 and 18 years. This enables us to create a much closer relationship that is beneficial for both parts. It is easier to improve and maintain equal and respectful relationships, social and environmental issues of our business activities with suppliers we go way back with. With few, long-term supplier collaborations, another advantage is that we can manage our fabrics better and avoid a lot of deadstock fabrics. In most cases, we produce little or no extra goods for stock. This is to avoid producing garments that end up on sale and encourage our customers to buy something they do not need.

### Risk and low risk countries

Like we stated before, we want to improve the social and environmental aspects of our business operations and partners. A way of doing this is by making sure both we and our suppliers are members of an ethical trading initiative like Sedex, GOTS or BSCI. Business Social Compliance Initiative (BSCI) is a platform that seeks to promote trading and improve social and environmental standards, by monitoring and educating its members.

A part of the monitoring process is a classification of high and low risk sourcing countries. The classification relies on the World Governance Indicators (WGI) and the 6 dimensions of governance:

- Voice and accountability
- Political stability and absence of violence
- Government effectiveness
- Regulatory quality
- Rule of law
- Control of corruption

We acknowledge the fact that all of our suppliers are currently classified as Risk countries. This does not necessarily mean that producing in these countries equals low working conditions or labour rights. But it is very important to be aware of the conditions in each specific country so that we can try to avoid certain present problems. This we do, in addition to other actions, by setting a goal of becoming a member of BSCI or GOTS by 2021 and demand all our suppliers to do the same latest by 2025.

03.13

## Supplier overview

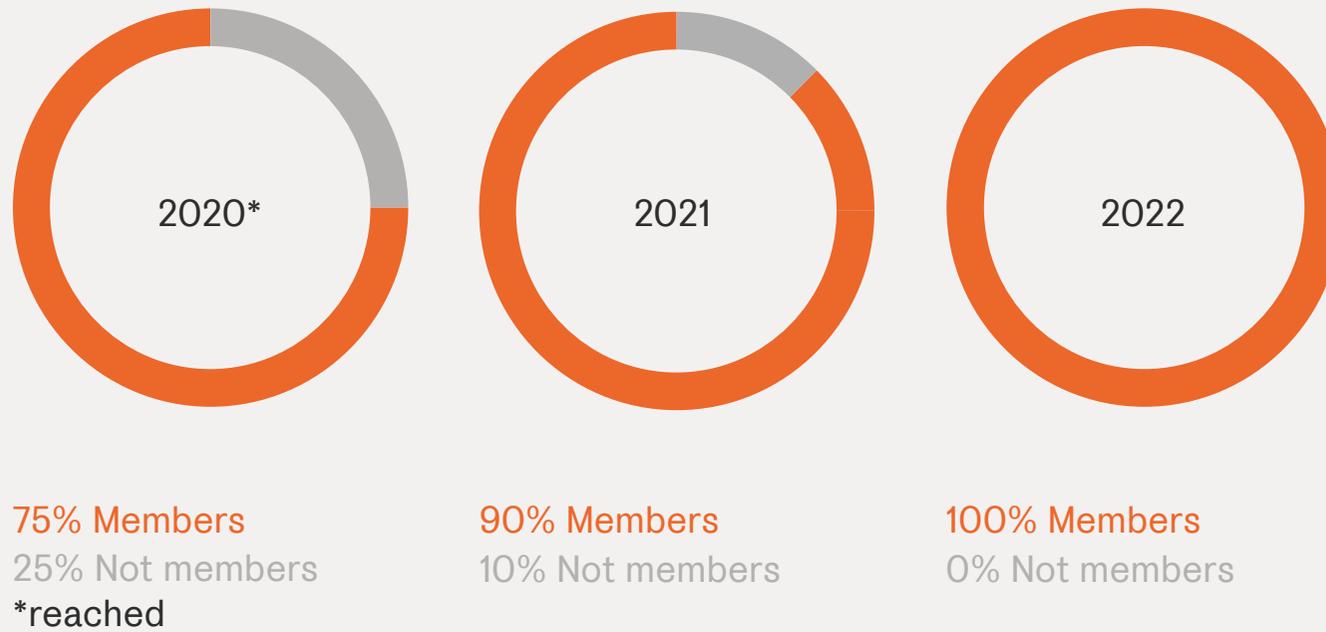
FIG. 03.07



03.13

## Milestones within ethical trading memberships

FIG. 03.08



## Working conditions

At Revolution it is very important for us to support and respect all workers in our supply chain and to ensure we obey all human rights and that we are not complicit in human rights abuse. Our goal by 2025 is to only work with suppliers who pay living wage. Furthermore we acknowledge the fact that we produce in high risk countries where problems such as political instability and a lack of voice and accountability are present and should be addressed accordingly. We have a set of guidelines and policies to help us in completing this task and important work. We follow DM&T's code of conduct that lays down following policies on human rights:

- Child labour and young workers
- Forced labour
- Employment conditions
- Discrimination and harassment
- Freedom of association and collective bargaining
- Working hours and leave
- Wages and benefits
- Occupational health and safety

03.14

## Actions

- Send our Code of Conduct and policies before the end of 2021.
- Make sure all suppliers receive our CoC and policies, and that they have informed all sub-suppliers.
- Have a follow up meeting with suppliers and go through CoC and policies before they are signed and returned.
- Make sure collection schedules are realistic for everyone involved.
- Respect the initial deadlines and avoid pushing or changing production schedules.
- Make sure we deliver our work on time. If this is not possible, be sure to inform management so schedules can be adjusted accordingly.
- Do not ask for unreasonably low prices from suppliers.
- Start Mapping Tier 2 suppliers.
- Make sure that all our tier 1 suppliers are members of BSCI, Sedex, or GOTS at the end of 2022.
- Map where our Suppliers are ranked accordingly to BSCI index.
- Conduct in-depth physical meetings with all of our suppliers to maintain the close relationships.
- When visiting suppliers, make visiting the factory a priority and focus on working conditions, wages and atmosphere. If a factory visit is not possible, make it a topic of discussion on the meeting agenda.

03.15

## Commitment overview

Conscious organization	2021	2023	2025
Sustainable ambassador nominated	100%		
Sustainable procurement of daily necessities	20%	50%	100%
Organic food and beverages	20%	50%	100%
Food waste management at our headquarter	100%		

Ethical production	2021	2023	2025
Sustainable cotton	50%	70%	100%
Sustainable wool	25%	50%	100%
Sustainable viscose	50%	75%	100%
Recycled polyester	25%	50%	100%
Recycled nylon	20%	40%	60%

Ethical production	2021	2023	2025
Organic linen	10%	25%	50%
Sustainable alternative to acrylic	20%	35%	50%
Sustainable trimmings	25%	50%	75%
Recycled polybags	50%	100%	
Sustainable tags and labels	75%	100%	
Sustainable products within assortment	50%	65%	80%

Transparency tier 1	100%		
Transparency tier 2	25%	50%	75%
Suppliers living up to our code of conduct	100%		
Employees in supply chain are paid living wage	100%		
<b>Circular revolution</b>	<b>2021</b>	<b>2023</b>	<b>2025</b>
Establish take-back programme	100%		
Inform end-consumer about better wash and care methods	100%		

04

# Circular revolution

04.01

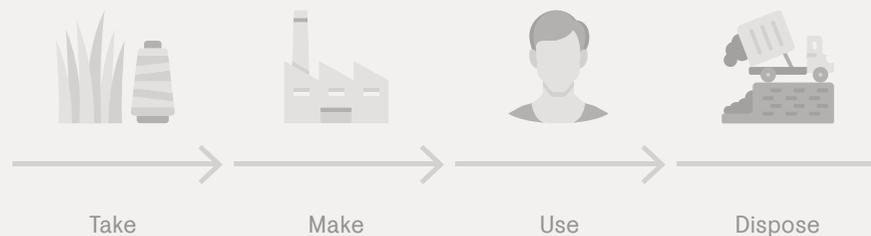
## Vintage your clothing

Every second, the equivalent of one garbage truck of textiles is landfilled or burned. We harvest nature's resources in order to create garments, which we use, but quickly discard when we no longer want them. This behaviour is founded in The Industrial Revolution and because of it, our planet is suffering. We need a new revolution.

### Linear economy

Originated during the industrial revolution, linear economy is when raw materials are transformed into products and after that end their life cycle they are thrown to waste. What experts and non-experts know for sure is that if this model is not replaced, the world will approach a tipping point where it will lose the capacity to sustain itself.

FIG. 04.01



### Circular economy

Circular economy is aimed at eliminating waste and the continual use of resources. Circular economy employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a closed-loop system, minimising the use of resource inputs and the creation of waste, pollution and carbon emissions.



FIG. 04.02

### Vintaged™

Combining our love for the planet and for vintage clothing, Revolution wish to contribute to a sustainable future with our Circular Revolution initiative. With this initiative, we first and foremost urge our consumers to keep and love our products for as long as possible - and if they grow tired of it, they can simply sell it back to us. We will wash, repair, refresh and it will have a new life in our Vintaged collection available on our webshop. Our take-back programme Vintaged will be launched with the SS21 collection.

## Wash and care

44% of a product's total environmental impact comes from the usage phase: washing, drying, ironing, and production of detergents. A study done by Levi's concludes that washing a pair of jeans every 10 times they have been used instead of every second time reduces energy and water consumption by 80%. Temperature is also very important. Washing in cold instead of warm water reduces non-renewable energy use by 20% and CO2 emissions by 21%. Drying is not only harsh on the environment but also wears on the clothes. Using line drying instead of tumble drying reduces non-renewable energy use by 65% and CO2 emissions by 66%.

### Temperature

T-shirts, blouses, pants and clothes that you would normally wash at 30-40° can be washed at 15-20°. Cold washing requires you to use cold detergent. Cold detergent has special enzymes that dissolve grease and dirt at lower temperatures. Bacteria do not die when using cold water – here 60-80° is

necessary. It is not relevant for ordinary clothes that are slightly dirty. If you choose to wash in cold water, it may be a good idea to run an empty machine at a minimum of 80° once a month to remove bacterial growth in the machine.

### Detergent

Choose an environment and allergy-labeled product. Choose a product that is produced in your own country or close by. Liquid detergent contains preservatives that can be allergenic. Powder, on the other hand, does not contain preservatives. Regarding dosage, always read on the back of your detergent how much you need. There are typically three factors that apply in the dosage:

1. Water hardness – check the hardness of the water in the area where you live. This differs from city to city. This is typically mentioned on the website of your municipality.
2. Weight – the overall mass and weight of your laundry.
3. How dirty are the clothes – often the clothes we use in everyday life are only slightly dirty.

### Drying

Line drying instead of using a dryer reduces CO2 emissions by 66% (Levi's, The Life cycle of a Jean, 2015). Drying is energy-intensive and we therefore encourage you to line-dry instead.

### Ironing

Only iron or steam when necessary. Hang your dried laundry in the bathroom while you shower – the steam can help smooth out creases.

## Actions

- Start engaging with end-consumers about conscious wash and care methods.
- Ongoing follow-up on regulations / guidelines from the EU regarding sorting of textile waste.
- Continuously update guidelines for consumers regarding correct disposal of textiles.
- Establish take-back programme 'Vintaged' for 2021 launch.



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